

# Agenda

## 8:45 - 9:00 Introductions

### 9:00 - 9:45 Building Blocks for Effective Education and Outreach

By following six simple steps, water quality professionals can conduct effective outreach that addresses the Phase II minimum control measures on public education and involvement. From identifying outreach and education goals to evaluating success, participants will learn about each of the six steps and how they build on each other.

### 9:45 - 10:15 Getting In Step Video

A video highlighting communities around the country that have successfully used the six steps of outreach.

### 10:15 - 10:30 Break

### 10:30 - 11:15 SC Case Studies

The City of North Augusta, the City of Rock Hill, and the Coastal Waccamaw Stormwater Education Consortium share ideas and lessons learned.

### 11:15 - 11:45 What It Takes to Change Behavior

Instead of selling products or services, social marketing sells ideas, attitudes, and behaviors. Participants will learn about social marketing techniques and how to incorporate them into a stormwater outreach program. Participants will learn how to overcome barriers to behavior change.

### 11:45 - 12:15 Working With the News Media

This session will take the mystery out of writing a news release and dealing with reporters.

### 12:15 - 1:15 Lunch (Provided)

### 1:15 - 1:45 Evaluating Your Outreach Effort

Continuously evaluating your outreach program will help ensure that your goals will be met. Learn how to build in evaluation during the six steps of outreach.

### 1:45 - 2:15 Can't We Just Do a Brochure?

There's more to outreach than a brochure. A well-crafted outreach strategy can keep efforts organized, determine staff priorities, and enhance the chances for success. Learn the elements of an organized and successful outreach strategy.

### 2:15 - 3:15 In the Hot Seat! Applying the Six Steps of Outreach

Participants will apply what they've learned by helping to develop an outreach strategy for a volunteer MS4 community. Bring your thinking caps and expect to make suggestions.

### 3:15 - 3:30 Break

### 3:30 - 4:30 Creating Eye-Catching Outreach Materials

Participants will receive tips on how to create attractive outreach materials. Examples of stormwater outreach materials from around the country will be highlighted. Participants will evaluate sample outreach materials by using what they've learned in the workshop.

### 4:30 - 4:45 Wrap-Up/Q&A

Conference Center Directions: visit [www.columbiameetings.com/](http://www.columbiameetings.com/)  
Workshop Contact: Anne Marie Johnson at (803) 898-4147 or e-mail [johnsoam@dhec.sc.gov](mailto:johnsoam@dhec.sc.gov)

## Registration

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

☐ Enclosed \$20.00 check  
payable to SCSWCS

*(Fee includes lunch and materials)*

Please select your lunch preference:

☐ non-vegetarian

☐ vegetarian

**Mail to:**  
**Getting In Step Workshop**  
**SC Soil & Water**  
**Conservation Society**  
**400 Mill Creek Road**  
**Lexington, SC 29072**

**Registration must be  
received by October 1, 2004**